

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Tuesday, September 8, 2009
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Tom Birkenholz; Kim Bova; Barry Schreier, Kristin Schwab, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Dee Goodrich, June Krisch, N. M. Lerman, and Lynn Stoddard

1. Call to order

Cynthia van Zelm called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Review Task List

Advertising: Ms. van Zelm reported that the newspaper ads have run in The Daily Campus, the Chronicle, and ReminderNews. She noted that she will be attending the Mansfield Business and Professional Association meeting and local schools' Open Houses this week at which she will announce the Festival on the Green.

Dee Goodrich commented that she saw one of the A-frame signs out in front of the Student Union.

Kathleen Paterson said that one will be set-up at the entrance of the Farmers Market.

Art: Ms. K. Paterson reported that the jury came to review the pieces and make their selections.

Kim Bova reported that members of the Town's Arts Advisory Committee volunteered to assist with the set-up and take-down of the show.

Ms. K. Paterson added that **she, Ms. Bova, and Kristin Schwab will meet to plan the lay-out of the show [Done]**.

Children's: Ms. van Zelm confirmed that the dunk tank had been ordered.

Ms. K. Paterson said she recruited sports teams/clubs from UConn and from E.O. Smith to staff the booth and received commitments from UConn Wrestling Club, UConn Paintball Team, UConn Women's Rugby Team, EO Smith Crew Team, and EO Smith Football Team. She

noted that the plan is to have each group staff the booth for one hour during which they can raise money for their team.

Ms. Goodrich recommended having a sign-off sheet so that each team can sign that they agree with the Partnership representative on the amount raised and due each group.

Ms. K. Paterson will email the groups with the expectations and recommendations of what to bring [Done].

Food: Ginny Walton reported that she has all of the supplies ready. She noted that, for the most part, the response from the food vendors to the low-waste initiatives was positive.

Parade: Tom Birkenholz reported that the order of the Parade was sent to all of the participants along with a letter regarding details for that day. He said there will be five "wranglers" to assist Barry Schreier and him.

Ms. K. Paterson reviewed the plan for traffic control for the Parade with the committee.

Recycling: Ms. Walton said that there will be six waste stations around the Festival site, all staffed by local groups. She said that the dumpsters will be moved from behind the Store 24 building to behind the former Publications building. She asked everyone to remind the vendors that the waste stations are for the visitors and that the vendors are expected to take their trash away from the site. She added that the Department of Public Works will haul away the recycling and compost at the end of the day.

Set-up: Kristin Schwab said that **she planned to chalk out the space on Saturday [Done]. She will also confirm the arrival time of the sod [Done].**

Ms. Schwab suggested, should the Festival move indoors, there should be an Area Captain for each indoor space, rather than ask the four captains to cover multiple locations inside the High School.

Ms. Walton suggested blocking off non-Festival areas of the high schools with tables or caution tape.

Vendors: Ms. K. Paterson reported that USG and The Nail Loft had declined to participate. But, she said that the Mansfield Historical Society and Travelplanners would both like booths. She said they would be placed in the Arts Area. **She will contact Carolyn Stearns to see if she would like a booth [Done].**

Volunteers: Ms. K. Paterson said that she sent out the email with day-of information to all of the confirmed volunteers earlier in the day. She said that she is still receiving calls from people who would like to volunteer and anticipates that some people will show up that day without prior notice.

Ms. Walton asked that the volunteers be told about the low-waste efforts and asked to help with sorting their trash properly in the waste station outside of the Partnership office.

4. Adjourn

The meeting adjourned at 6:00 pm.